

# DAIRYMEN.... DON'T STAND IN SHADOWS



## HOW YOUR NICKEL HELPS

Dairymen in this area have been fortunate in recent years - but this has come as a result of personal sacrifice from these very same men.

The price these farmers receive for their milk is based primarily on consumer demand for bottled milk. Nationally, per capita consumption of whole milk has declined over the past 20 years, posing a serious problem for the dairy industry.

But here in the Middle Atlantic Milk Marketing Area, per capita consumption has been bucking this national trend ever since 1972 - and that's when these 8,000 dairymen started the first such program in the nation aimed at increasing milk sales.

Figures show the \$6 million these dairymen spent over the past three years were dollars well spent. The results were increased fluid milk sales and more money for the farmer.

The personal sacrifice of these farmers is a very dear one to them. They are reaching into their own pockets to help improve the market for their milk. This voluntary program consists of a 5-cent a hundredweight deduction from their milk checks for all the milk they market.

Until just recently these dairymen have boasted the cooperation of nearly 93 percent of all those who market their milk through the federal milk marketing order. This compares to a national average of about 85 percent participation for similar programs in 22 such orders.

Just recently the Middle Atlantic Milk Marketing Order was expanded to now include 11 additional southeastern Pennsylvania counties. A

few milk dealers who now come under this federal jurisdiction in these counties have voiced strong opposition to this expansion simply because it will result in them having to pay their dairy-farmer-producers a greater share of the price consumers pay for milk.

Unfortunately, at the apparent urging of these disgruntled dealers, about 200 non-cooperative members have withdrawn their support for this program during the past few weeks. These dairymen apparently don't realize that their withdrawal from this program is only hurting themselves, their dealers and other dairymen like themselves.

The additional revenue generated from these contributions in the expanded area was earmarked to go back into these same communities in the form of advertising dollars and consumer education.

The federal advertising and promotion agency had expected to funnel \$80,000 into newspaper, radio and television advertising in these counties along with another \$46,000 to be used by Dairy Council Inc for nutrition education, particularly in the school systems.

These withdrawals of support seriously jeopardize these programs.

As a result, those contributing dairy farmers are carrying the burden of these non-contributing dairymen which some refer to as "free-riders." They call them "free-riders" because these people share in the benefits of such programs without sharing in the costs.

## HOW IT'S WORKING NOW

American Dairy Association  
Scheduled Area  
TV Advertising  
July 28 thru Sept. 7

### WGAL

Mike Douglas, High Rollers, Wheel of Fortune, Merv Griffin, Early News, Tonight, Little House on the Prairie, Celebrity Sweepstakes, Sanford & Son.

### WHP

Early News, To Tell the Truth, Cher, Kojak, Carol Burnett, Hawaii Five-O, M-A-S-H

### WLYH & WSBA

Maude, Rhoda, Good Times, M-A-S-H, Cannon, All in the Family, Mary Tyler Moore, Bob Newhart, Kojak, 60 Minutes

### WTFA

Dinah, Mod Squad, Wide World of Entertainment, Early & Late News, SWAT, Caribe Force, Marcus Welby, That's My Mama.

Additional Advertising pending receipts  
from owner 4 expansion

## IT'S GOOD COMMON SENSE STEP OUT . . . PROMOTE MILK



1225 INDUSTRIAL HIGHWAY  
SOUTHAMPTON PA 18966  
215/322/0200 or  
(Phila) 215/HO 4/6666